

Abstract

According to one aspect of the present invention, a method of providing enhanced hot key functionality comprises receiving a hot key signal from an interactive television service provider's network. The hot key signal indicates availability and a location of alternate content. A determination is made whether the hot key signal is relevant to a user viewing original content from the interactive television service provider.

Responsive to determining the hot key signal is relevant to the user, an indication that the hot key signal has been received is displayed on the screen. Responsive to receiving an indication that the hot key is accepted, a determination is made regarding a location on a screen for the alternate content and the original content and the alternate content are displayed in a Picture-In-Picture mode.